

Amendments to the Specification

Please replace Paragraph [0077] with the following marked-up replacement Paragraph:

-- Turning next to Fig. 10C, a per-location score referred to herein as an “opportunity gap” score is illustrated. In preferred embodiments, a set of opportunity gap numbers is computed by subtracting a product ~~each geography~~ profile value from the corresponding geography ~~product~~ profile value for each criteria that pertains to the marketplace (where these marketplace-related criteria are shown, by way of example, at reference numbers 420 and 430 in Fig. 4). In other words, these computations seek to evaluate the opportunity that may exist, within each of the candidate locations, for the product being assessed. Column 1100 in Fig. 10C shows the individual opportunity gap numbers for the candidate location “A” and column 1110 shows the numbers for candidate location “B”. Note that if there is no gap for a particular one of the criteria (i.e., the subtraction operation is not a positive number), its opportunity gap number is set to 0 in preferred embodiments. --